

# Call for Papers

## **International Journal of Research in Marketing: Evolution of New Marketing Trends in Asia and the World**

**Special Section for 2020 ICAMA-KAS in Asia (Bangkok, Thailand on April 24-25, 2020)**

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We are delighted to announce that we (Korean Marketing Association and Korea Advertising Society) are collaborating with the *International Journal of Research in Marketing* (IJRM) on a special section to include manuscripts based on accepted submissions to the 2020 ICAMA-KAS International Conference. We are open to submissions that address important and substantive questions related to the conference theme – Evolution of New Marketing Trends in Asia and World, specifically, technology interface and new media environment with marketing and advertising practice.

Authors of some of the submissions accepted for the conference may be invited by the conference committee to submit their manuscripts for this special section of IJRM by (date: July 31, 2020). All manuscripts submitted to IJRM will go through the regular review process. Consistent with IJRM policy, the Journal will not consider submissions for special section in the Journal that have been previously rejected at IJRM. Note that acceptance for the conference does not automatically mean acceptance for the journal.

### **Schedule for the IJRM special section for 2020 ICAMA-KAS in Asia**

February 22, 2020: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if it's necessary)

April 24-25, 2020: ICAMA-KAS International Conference in Bangkok, Thailand

May 31, 2020: Special Section Invitation Notice

July 31, 2020: Full Paper submission to IJRM for special section consideration